

POSTAGE FORWARD AND RETURN GUARANTEE ANALYSIS **PARLIAMENT DEFENSIVE MAILINGS**

Assumptions:

• Standard mailing weighing up to 2 oz. with one \$1 off 4 pack/carton coupon	
• Total mail pieces circulated (April, July, October)	564,000
• Redemption rate (per LBCo 3/18)	25.0%
• Undeliverable rate (per LBCo 3/18)	4.7%
• Handling fee per coupon (provided by Jen Rogan)	\$0.12
• Keying cost per undeliverable (provided by Jen Rogan)	\$0.23
• Production, Creative Development <i>includes postage</i>	\$1.46

Facts Per U.S.P.S.

• Number of pieces forwarded per undeliverable	1.47
• Standard (Third) Class postage rate	\$0.183
• Standard Class F&R endorsement cost per undeliverable	\$0.791

STANDARD CLASS

STANDARD, F & R

CIRCULATION

PIECES DELIVERED	498,525	498,525
PIECES FORWARDED	0	38,967
UNDELIVERABLES	65,475	26,508
TOTAL CIRCULATION	564,000	564,000

COSTS

PRODUCTION	\$823,440	\$823,440
OUTBOUND POSTAGE	103,212	103,212
ENDORSEMENT	0	20,968
KEYING	0	6,097
COUPON REDEMPTION	139,587	150,498
TOTAL COST	\$1,066,239	\$1,104,214
	963,027	1,001,002

+ \$37,975 out-of-pocket

PROMOTED VOLUME	18,943,959	20,424,696
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+ 1,480,737 more units moved

	\$50.84	\$49.01
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CPM ↓ by \$2.22

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